

Business Wire Profile of NewsML

Version 1.18

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1 Preface

1.1 Purpose of this Document

Business Wire's Profile of NewsML is a conforming subset of NewsML, tailored to the needs of Business Wire, supporting both the advanced document markup afforded by NewsML and legacy news feeds. This document is intended to introduce recipients of Business Wire NewsML to the layout of this new format.

1.2 Typographic Conventions

This document uses some DTD syntax, including the plus sign (+) to denote one or more occurrences of an element, the asterisk (*) to denote zero or more occurrences of an element, the question mark (?) to denote zero or one occurrences of an element, and the word IMPLIED to denote zero or one occurrences of an attribute.

Blue background is used for extracts from the DTD of the NewsML and Business Wire's Profile of NewsML.

Yellow background is used for examples

1.3 One Year of Document History

Version	Release Date	Author	Notes
1.18	2007-SEP-25	Jayson Lorenzen	<p>Separate Provider Profile and NewsML version information update the version information through out (Wherever previous version was found)</p> <p>Section 3.6 updated to show how Party includes Provide Profile information</p> <p>Section 3.13 update the order of the child elements of AdministrativeMetadata</p> <p>Added a Property element to Party and update associated text and diagrams.</p> <p>Section 3.3 updated to be more accurate (describes the Property element)</p> <p>Removed references to plain text content and update associated diagrams</p>

Version	Release Date	Author	Notes
1.17	2006-SEP-25	Jayson Lorenzen, Dean Large	<p>Section 8 Added Topic and Topicset Appendix</p> <p>Section 3.12 Update wording and added subsections to include XHTML, and CSS content</p> <p>(4/12 update Section 3.12.4.1 and 3.12.4.2 update subhead examples from sample in Appendix 6)</p> <p>Appendix 6 Update Complete NewsML Sample in 6.1. Update 6.2 to say there are more samples available on the website. Removed references to specific types of samples (4/13 added AssociatedWith to sample)</p> <p>Section 3.9 Added explanation of AssociatedWith element.</p> <p>Section 3.10 Update Component Structure Chart to include XHTML Content, changes incl. Head, SubHead, CSS and Contact. Removed “encoded image” text from logos</p> <p>Section 3.1.1 Added AssociatedWith element to this chart</p> <p>Section 4 added New Useful Xpaths. Removed references to DatelineDate newslne.</p> <p>Changed references to NewsEnvelope/DateAndTime to indicate it is now transmission time, and that the disclosure timestamp is only provided by the FirstCreated and/or ThisRevisionCreated elements.</p>

1.4 Referenced Documents

Referenced Document
Business Wire Profile of NewsML XML Schema
Business Wire Profile of NewsML DTD
Business Wire Table of Stock Exchange Names
Business Wire Profile of XHTML
IPTC NewsML Version 1.2 Functional Specification
IPTC NewsML News Agency Implementation Guideline Version 1.1b
IPTC NewsML Version 1.2 Document Type Definition (DTD)
IPTC NewsML Version 1.2 XML Schema
IPTC NewsML News Management Guidelines v0.9
W3C Extensible Markup Language (XML) Version 1.0

Referenced Document

[W3C XML Path Language \(XPath\) Version 1.0](#)

[W3C Date and Time Formats](#)

[ISO 8061:2000 Data elements and interchange formats - Representation of dates and times](#)

[IETF Tags for the Identification of Languages](#)

1.5 Acknowledgements

This specification is the result of a team effort by employees of Business Wire.

2 Basic Concepts

Business Wire uses only those parts of NewsML that are relevant to its business requirements. Use of a restricted profile of NewsML optimizes and simplifies generation and use of documents, while guaranteeing full interoperability with other NewsML-compliant systems.

The International Press Telecommunications Council (IPTC) defines and documents the NewsML format. NewsML conforms to the XML 1.0 specification.

The Business Wire Profile of NewsML does not redefine any NewsML concepts or terms and should be considered a supplement to the IPTC NewsML v1.2 Specification.

Version 1.18 of the Business Wire Profile of NewsML profiles NewsML v1.1, and v1.2. In other words, a document conforming to Business Wire's Profile of NewsML will validate with IPTC's NewsML v1.1 DTD, IPTC's NewsML v1.2 DTD, and the DTD for Business Wire's Profile of NewsML.

Business Wire's Profile of NewsML includes ContentItem elements that contain either text marked up as a complete XHTML document, a style sheet, or a URL of a multimedia asset. A Business Wire NewsItem with XHTML ContentItem elements will always be distributed with a Style Sheet ContentItem element providing definitions for styles used within those XHTML ContentItem elements, except when the style sheet would be empty (see 3.12.2). Each document that is compliant with Business Wire's Profile of NewsML contains a single news release.

2.1 Revision Management

Revision management information is contained in the Status element (NewsML/NewsItem/NewsManagement/Status), the RevisionId element (NewsML/NewsItem/Identification/NewsIdentifier/RevisionId) and the Instruction element (NewsML/NewsItem/NewsManagement/Instruction).

Each instance of a document that is compliant with Business Wire's Profile of NewsML completely replaces all previous versions of that document.

The complete replacement of all previous versions of that document gives consumers the option to ignore the Instruction element value and base their revision management on the RevisionId element value and the Status element value. The Instruction still needs to be considered for handling releases with Instruction of 'Advance'. Business Wire redistributes advance releases as regular news releases at the release time designated by the advance.

Business Wire's Profile of NewsML follows the NewsML directions for use of Status, Version, and Revision numbers.

The Update element (NewsML/NewsItem/Update) is not used.

As of v1.16 of the Business Wire Profile of NewsML, a release's genre is independent from its status.

2.1.1 RevisionId

RevisionId is a positive integer indicating the revision of an instance of a NewsML document.

For any two instances of a NewsML document, the one whose RevisionId has the larger value is the more recent revision.

2.1.2 Status and Instruction

The Status value can be 'Usable', 'Canceled', or 'Embargoed' .

2.1.2.1 Usable Status

A document that is compliant with Business Wire's Profile of NewsML that has a Status element value of 'Usable' can have a subsequent revision distributed that has a status value of 'Usable' or 'Canceled', but not 'Embargoed'.

Documents that have a status of 'Usable' include the entire release.

2.1.2.2 Canceled Status

The Status element value of 'Canceled' and the Instruction element value of 'Kill' are only used together.

A document that is compliant with Business Wire's Profile of NewsML that has a Status element value of 'Canceled' contains no publishable information and should cause the removal of all versions.

A document that is compliant with Business Wire's Profile of NewsML that has a Status element value of 'Canceled' will not have any subsequent revisions distributed.

Kills are different from all the other types in that they are intended to stop distribution of the stories to which they refer. Kills contain no publishable information.

2.1.2.3 Embargoed Status

The Status element value of 'Embargoed' and the Instruction element value of 'Advance' are only used together.

A document that is compliant with Business Wire's Profile of NewsML that has a Status element value of 'Embargoed' can have a subsequent revision distributed that has a status value of 'Usable', 'Canceled', or 'Embargoed'.

2.2 Language

Each NewsML document has one NewsComponent language.

Different language versions of a news release are distributed in different NewsML documents.

NewsML consumers should ignore NewsML documents that do not have a language value they are interested in.

The NewsComponent element's language is declared in the required Language subelement of the NewsComponent element's required DescriptiveMetadata element. The NewsComponent element's xml:lang attribute is not used.

The mandatory Language subelement is used to indicate the language used in the NewsComponent.

As of April 1, 2005, we will generate only one Language per xml file. If a story's content is available in more than one language, there will be a separate NewsML document for each language.

The AssociatedWith element provides a NewsML URN reference that indicates a logical grouping for related NewsItems, including NewsItems that are semantically equivalent and rendered in different languages.

2.3 Date Formats

The DateId element (NewsML/NewsItem/Identification/NewsIdentifier/DateId) is in CCYYMMDD format.

The DateAndTime element (NewsML/NewsEnvelope/DateAndTime), the FirstCreated element (NewsML/NewsItem/NewsManagement/FirstCreated), and the ThisRevisionCreated element (NewsML/NewsItem/NewsManagement/ThisRevisionCreated) are in ISO 8601:2000 format.

The ISO 8601:2000 format value is composed of CCYYMMDD format for the date, followed by the letter T, followed by the local time in HHMMSS format, followed by the + or – sign, followed by the HHMM difference between local time and Coordinated Universal Time (UTC). This offset is always set to zero.

Business Wire's use of the ISO 8601:2000 date format does not include use of hyphens or colons.

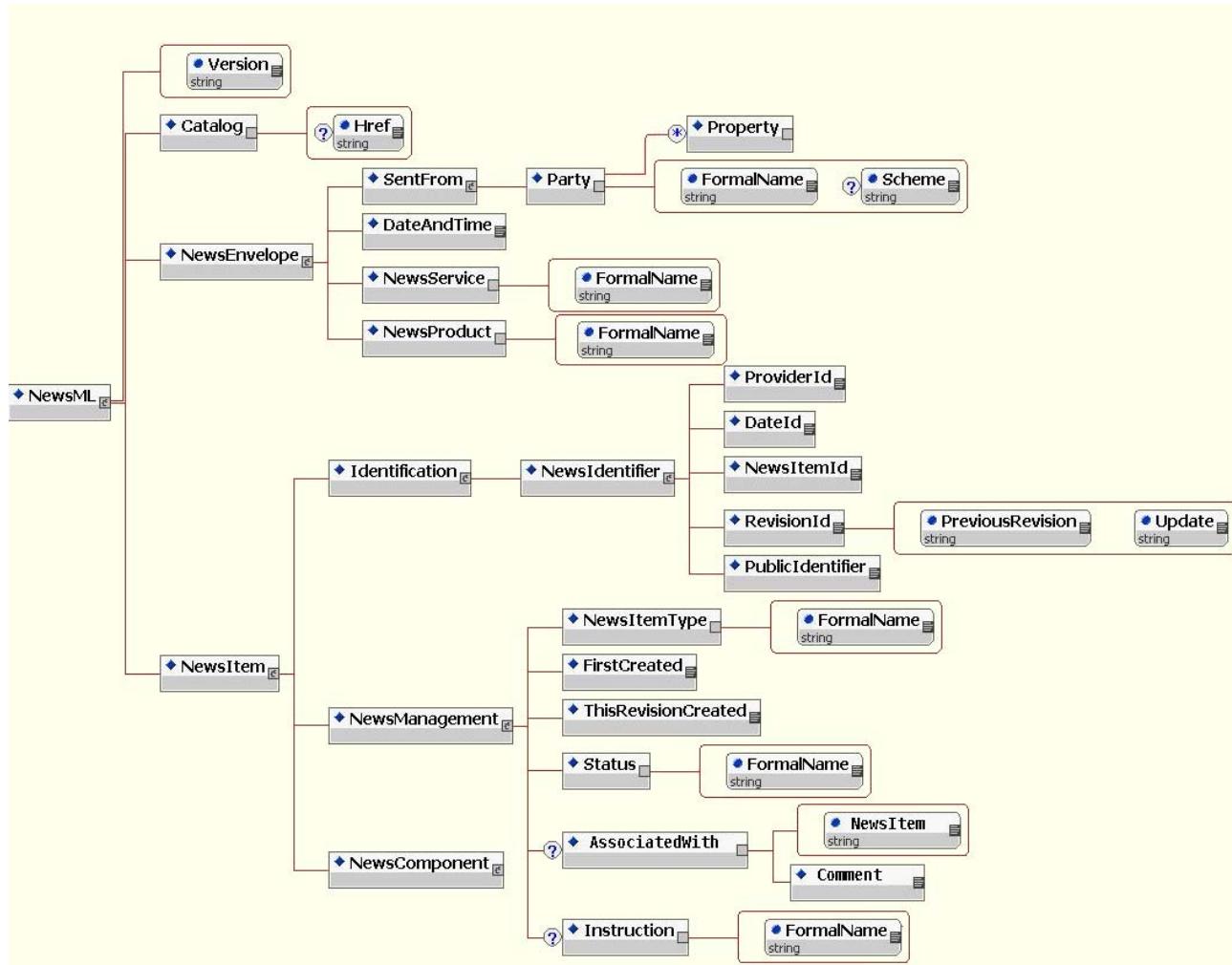
Example:

New York is five hours behind UTC in winter so 5:27 p.m. in New York on 31 December 2000 could be expressed in ISO 8601:2000 format as 20001231T172700-0500 but Business Wire's Profile of NewsML would express it in ISO 8601:2000 format as 20001231T222700+0000

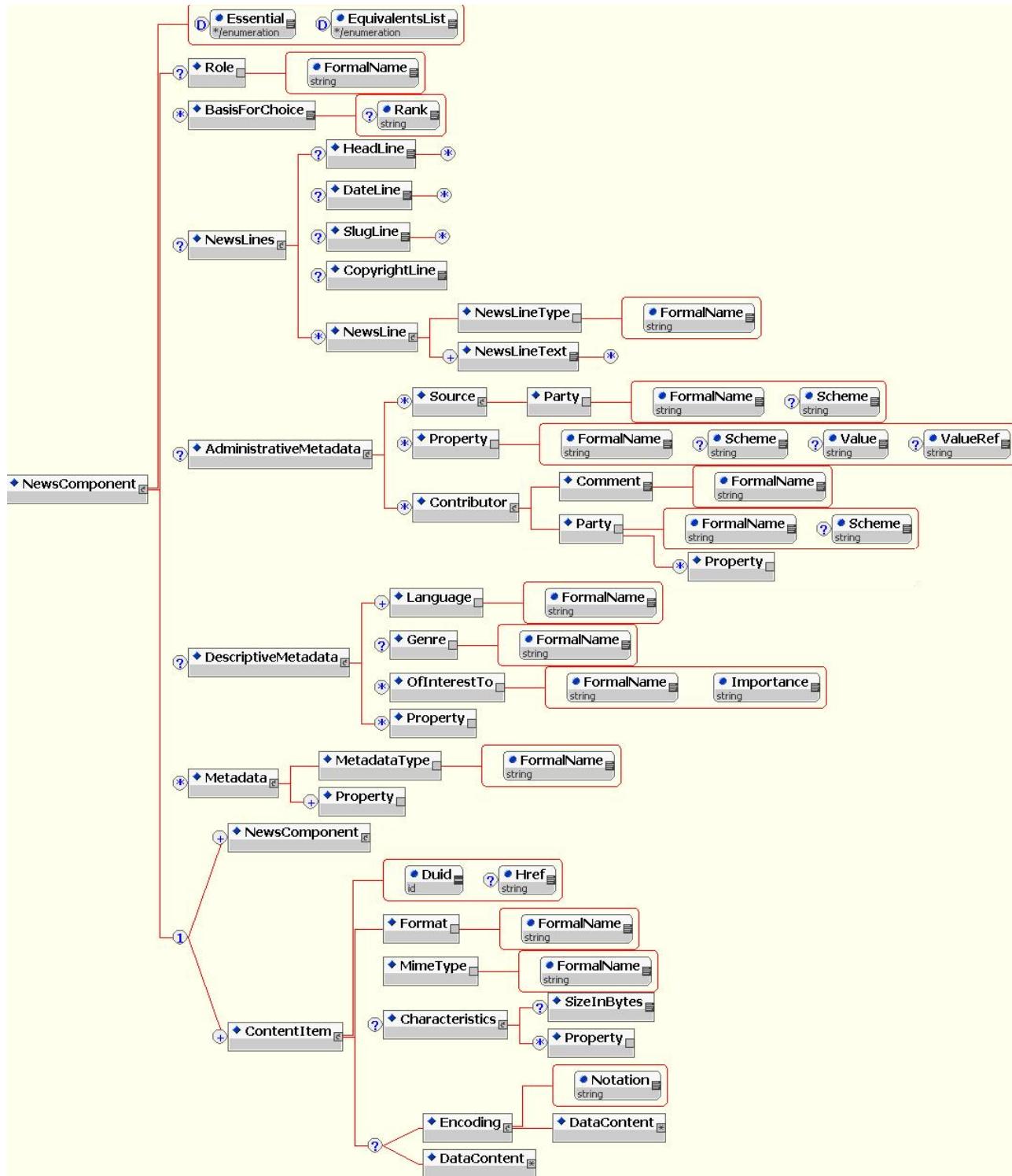
3 Structure of Business Wire's Profile of NewsML

3.1 Structure Diagrams

3.1.1 Entire Structure Except NewsComponent Element Substructure



NewsComponent Element Substructure



3.2 Document-Unique Identifier

"Every element in a NewsML document other than NewsIdentifier and its subelements may optionally have a Duid (document-unique identifier) and/or an Euid (element-unique identifier) ... whose purpose is to enable pointers ... to refer to it." - NewsML v1.2 Specification

The Duid "value must be unique within any NewsML document." - NewsML v1.2 Specification

The Euid attribute is not used and the Duid attribute is only used in ContentItem elements.

The values of the Duid attributes in ContentItem elements are not inherently meaningful.

3.3 Property Element

A Property element adds information to AdministrativeMetadata, Characteristics, DescriptiveMetadata, Metadata, and Party elements. A Property element consists of a name and a value. Its value is either text in the Property element's Value attribute or the Duid of a Topic in the Property element's ValueRef attribute. If values for both the Value attribute and ValueRef attribute are provided, then the ValueRef attribute's value identifies the actual value of the property, and the Value attribute's value provides a string representation of the most relevant FormalName element of the referenced Topic.

The Property element's FormalName attribute is required, the Scheme attribute is optional, there must be a value in either the Value attribute, the ValueRef attribute, or both, and Property elements may not contain Property elements. The Property's Duid, Euid, Vocabulary, AssignedBy, Importance, Confidence, HowPresent, DateAndTime, and AllowedValues attributes are not used.

The Property element:

```
<!ELEMENT Property EMPTY>
<!ATTLIST Property
  FormalName   CDATA #REQUIRED
  Scheme       CDATA #IMPLIED
  Value        CDATA #IMPLIED
  ValueRef     CDATA #IMPLIED>
```

3.4 NewsML Element

The NewsML element is the document's root element.

The NewsML element contains one Version attribute, one Catalog element, one NewsEnvelope element, and one NewsItem element.

The Version attribute identifies the version of the NewsML specification implemented without forcing XML parsers to validate

A Catalog element contains information that identifies the location of controlled vocabularies (TopicSet elements).

The NewsEnvelope element is used to provide information associated with the transmission of a news release.

The NewsItem element contains the elements that hold the information comprising the news release itself.

NewsML element:

```
<!ELEMENT NewsML (Catalog, NewsEnvelope, NewsItem)>
<!ATTLIST NewsML Version CDATA #REQUIRED>
```

3.5 Catalog Element

The Catalog element's XPath is:

NewsML/Catalog

Business Wire's Profile of NewsML restricts the Catalog element to a single occurrence in the document as a child element of the NewsML element (NewsML/Catalog).

Business Wire's Profile of NewsML uses the Catalog element only to contain a reference to a master Catalog that is hosted by Business Wire at the URL

<http://www.businesswire.com/schema/newsml/BusinesswireNewsMLCatalog.xml>.

The master catalog consists of valid NewsML that is not compliant with the Business Wire Profile of NewsML.

The master catalog's Catalog element contains Resource elements that identify the location of controlled vocabularies (TopicSets elements) and where they are used.

"Each Resource element identifies an external resource through a Uniform Resource Name (URN) and/or one or more Uniform Resource Locators (URLs). ... The URL subelements... point to locations where the resource may be found." - NewsML v1.2 Specification

"The optional Href attribute provides a pointer to a Catalog element elsewhere ... by an http URL or a NewsML URN identifying the document ... If the Href attribute is present on a Catalog element, then that element should be empty." - NewsML v1.2 Specification

The master Catalog does not use the TopicUse element (NewsML/Catalog/TopicUse) but it does use the DefaultVocabularyFor element (NewsML/Catalog/Resource/DefaultVocabularyFor).

The master Catalog contains references to TopicSets hosted by Business Wire, including the keywords TopicSet and IPTC Topics wrapped in Business Wire TopicSets.

Some of the Topics contained in a Business Wire's Profile of NewsML compliant document will belong to unpublished TopicSets.

Catalog element:

```
<!ELEMENT Catalog EMPTY>
<!ATTLIST Catalog Href CDATA # REQUIRED>
```

Catalog element (and its subelements) use in master catalog hosted by Business Wire:

```
<!ELEMENT Catalog (Resource+)>
<!ELEMENT Resource (Url+, DefaultVocabularyFor*)>
<!ELEMENT DefaultVocabularyFor EMPTY>
<!ATTLIST DefaultVocabularyFor Context CDATA #REQUIRED Scheme CDATA # REQUIRED >
```

The Catalog and TopicSetRef subelements of TopicSet and Topic elements are not used.

3.6 NewsEnvelope Element

The NewsEnvelope element's XPath is:

NewsML/NewsEnvelope

The NewsEnvelope element of a NewsML document is used to provide information about the transmission of a news release and to indicate what product and service it belongs to.

The SentFrom element is required, and is used to indicate the sender of a news release. The sender is identified in the Party subelement through the use of the FormalName attribute, which indicates a Topic representing the company that is sending the news release. Currently only "Business Wire" is used as the SentFrom Party.

Two Property subelements of the Party element, with FormalName attributes "ProviderProfile" and "ProviderProfileVersion", identify the version of Business Wire's profile implemented by the instance document, without forcing the XML parser to validate. The values contained in the Value attributes of these Property elements, used in combination with the NewsML Version attribute, will match file name of Business Wire's DTD and XSD without the file's respective suffix. For instance, as in the instance example below, a document with a NewsML version of "1.2", a ProviderProfile value of "Business Wire" and a ProviderProfileVersion value of "1.18" can be validated with the DTD file "BusinessWireProfile1.18NewsML1.2.dtd", XML Schema file "BusinessWireProfile1.18NewsML1.2.xsd".

Example:

```
<NewsML Version="1.2">
  <Catalog Href="http://www.businesswire.com/schema/newsml/BusinesswireNewsMLCatalog.xml"/>
  <NewsEnvelope>
    <SentFrom>
      <Party FormalName="Business Wire">
        <Property FormalName="ProviderProfile" Value="BusinessWireProfile" />
        <Property FormalName="ProviderProfileVersion" Value="1.18" />
      </Party>
    </SentFrom>
```

The DateAndTime element is now used simply to record the transmission date and time of the NewsEnvelope and its contents. The pertinent disclosure date(s) and time(s) are now only found under the NewsManagement element - Please refer to section 3.9

The DateAndTime element value is in ISO 8601:2000 format (described in detail in the Date Formats section of this document).

The NewsService element will contain "Business Wire".

The NewsProduct element will contain a Topic FormalName value from the BW News Product TopicSet.

Example:

In document:

```
<NewsEnvelope>
  <SentFrom>
    <Party FormalName="Business Wire">
      <Property FormalName="ProviderProfile" Value="BusinessWireProfile" />
      <Property FormalName="ProviderProfileVersion" Value="1.18" />
    </Party>
  </SentFrom>
  <DateAndTime>20020606T081945+0000</DateAndTime>
  <NewsService FormalName="Business Wire"/>
  <NewsProduct FormalName="BUSINESS WIRE"/>
</NewsEnvelope>
```

NewsEnvelope element and its subelements:

```
<!ELEMENT NewsEnvelope (SentFrom,DateAndTime, NewsService,NewsProduct)>
<!ELEMENT SentFrom (Party)>
<!ELEMENT Party (Property)*>
<!ATTLIST Party FormalName CDATA #REQUIRED >
<!ELEMENT DateAndTime (#PCDATA)>
<!ELEMENT NewsProduct EMPTY>
<!ATTLIST NewsProduct FormalName CDATA #REQUIRED >
<!ELEMENT NewsService EMPTY>
<!ATTLIST NewsService FormalName CDATA #REQUIRED >
```

3.7 NewsItem Element

The NewsItem element's XPath is:

NewsML/NewsItem

The NewsItem element contains the information that constitutes the news release itself; it includes an Identification element, a NewsManagement element, and a NewsComponent element.

The NewsItem element occurs once within the NewsML element, and it does not include TopicSet, Catalog, or Update elements.

See the section of this document on NewsManagement for details on news release update management.

The Comment, NameLabel, DateLabel, and Label subelements of the Identification subelement are not used.

NewsItem element and its subelements:

```
<!ELEMENT NewsItem (Identification,NewsManagement,NewsComponent)>
<!ELEMENT Identification (NewsIdentifier)>
```

3.8 NewsIdentifier Element

The NewsIdentifier element's XPath is:

NewsML/NewsItem/Identification/NewsIdentifier

A NewsML document, and thereby a news release, is uniquely identified by the NewsIdentifier subelement of the NewsItem element's Identification subelement. The NewsIdentifier element includes ProviderId, DatId, NewsItemId, RevisionId, and PublicIdentifier subelements. The PublicIdentifier element value consists of the values of the ProviderId, DatId, NewsItemId, and RevisionId elements concatenated into a single string. The NewsIdentifier element value is a globally unique identifier. If a NewsItem element's content is changed in any way, then the RevisionId element value must change so that versions of a news release may be uniquely distinguished from one another.

Business Wire's Profile of NewsML does not use the optional Vocabulary attribute of the ProviderId element and NewsItemId element, and restricts the content of the DatId element to the date on which the Internet domain name that is used as the value of the ProviderId element, changed ownership or was created.

The RevisionId element's Update attribute is always "N" because a RevisionId element's Update attribute, in NewsML v1.2, may only have a value of "U", "A", or "N" and the Update element (NewsML/NewsItem/Update) is not used so the RevisionId element's Update attribute is never given the value "U", and a NewsComponent element is always transmitted so the RevisionId element's Update attribute is never given the value of "A".

NewsItem element and its subelements:

```
<!ELEMENT NewsIdentifier (ProviderId , DatId , NewsItemId , RevisionId, PublicIdentifier)>
<!ELEMENT ProviderId (#PCDATA)>
<!ELEMENT DatId      (#PCDATA )>
<!ELEMENT NewsItemId (#PCDATA )>
<!ELEMENT RevisionId (#PCDATA )>
```

```

<!ATTLIST RevisionId
  PreviousRevision      CDATA # REQUIRED
  Update                CDATA # REQUIRED>
<!ELEMENT PublicIdentifier (#PCDATA )>

```

3.9 NewsManagement Element

The NewsManagement element's XPath is:

NewsML/NewsItem/NewsManagement

The DerivedFrom, Urgency, RevisionHistory, and Property subelements of the NewsManagement element are not used.

The NewsItemType subelement of the NewsManagement element will have the value "news".

The FirstCreated element is the disclosure date and time of the first public revision (revision 1) of the NewsItem.

The ThisCreated element is the disclosure date and time of the current public revision (This is the time at which a Business Wire decryption key for the document is scheduled to be sent to the Business Wire NX receiver). This value will be identical to the value contained in the FirstCreated element for the first public revision.

The Status element has a FormalName attribute whose value is restricted to the IPTC status vocabulary values

Canceled

Embargoed

Usable

The Associated With element, if present, indicates the logical group the NewsItem belongs to by way of a NewsML URN that serves as a conceptual anchor. The AssociatedWith element can be used to associate different language translations of the same story with each other, for example. The value in the AssociatedWith element in all related NewsItems will be the same. The value will conform to the IETF RFC 3058 URN Namespace for NewsML Resources. For example:

businesswire.com:20030714:51101234:1

The NewsItemID portion (the third segment of the example above, i.e. 51101234) may not conform to our usual NewsItemID format. This new identifier is merely a unique number to indicate this logical grouping of actual NewsItemIDs.

The optional Instruction element is used for revisions other than the first revision and for first versions of releases if they are Advance releases. Instruction values are

Advance

Add

Kill
Supplement
Correcting and Replacing
Insert

Example:

```
<NewsManagement>
  <NewsItemType FormalName="News"/>
  <FirstCreated>20020529T000000+0000</FirstCreated>
  <ThisRevisionCreated>20020603T000000+0000</ThisRevisionCreated>
  <Status FormalName="Usable"/>
</NewsManagement>
```

Example:

```
<NewsManagement>
  <NewsItemType FormalName="News"/>
  <FirstCreated>20041004T000000+0000</FirstCreated>
  <ThisRevisionCreated>20041004T000000+0000</ThisRevisionCreated>
  <Status FormalName="Usable"/>
  <Instruction FormalName="Correcting and Replacing"/>
</NewsManagement>
```

NewsManagement element and its subelements:

```
<!ELEMENT NewsManagement (NewsItemType, FirstCreated, ThisRevisionCreated, Status , Instruction?)>

<!ELEMENT NewsItemType EMPTY>

<!ATTLIST NewsItemType FormalName CDATA #REQUIRED>

<!ELEMENT FirstCreated (#PCDATA)>

<!ELEMENT ThisRevisionCreated (#PCDATA)>

<!ELEMENT Status EMPTY>

<!ATTLIST Status FormalName CDATA #REQUIRED>

<!ELEMENT AssociatedWith (Comment*)>

<!ATTLIST AssociatedWith NewsItem CDATA #IMPLIED>

<!ELEMENT Instruction EMPTY>

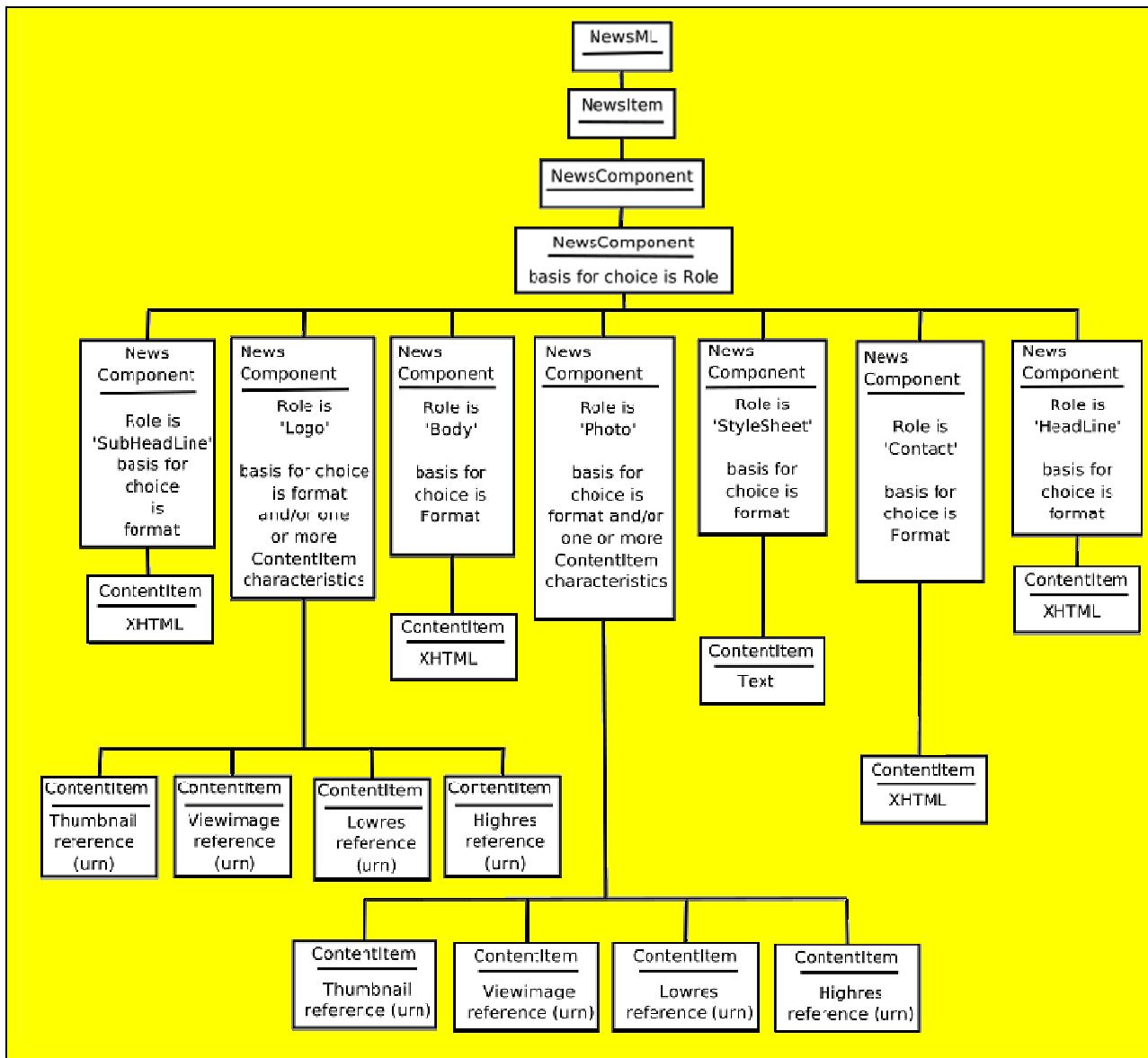
<!ATTLIST Instruction FormalName CDATA #REQUIRED >
```

3.10 NewsComponent Element

The NewsComponent element's XPaths are:

NewsML/NewsItem/NewsComponent
NewsML/NewsItem/NewsComponent/NewsComponent
NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent

Example of a NewsML document's NewsComponent Structure:



A NewsComponent element contains either ContentItem or NewsComponent elements.

Role subelement of a NewsComponent is used to indicate the role of the NewsComponent within its containing NewsComponent. For example, role is used to distinguish logos from other images.

The BasisForChoice element uses a relative XPath pattern to identify information within a NewsComponent or ContentItem element. It can be used as the basis for choosing which NewsComponent or ContentItem elements are to be used in the processing or display of a news release. For example, if a news release contains an image, then the document will include a NewsComponent element containing ContentItem subelements each of which references a version of the image. Those ContentItem elements are distinguished using the NewsComponent element's BasisForChoice element value.

"The BasisForChoice element's optional Rank attribute allows providers to place a numerical order on the importance they think should be attached to the different bases for choice. Smaller numbers represent higher importance." - *NewsML Version 1.2 Document Type Definition*

Example:

```
<BasisForChoice Rank="2">./ContentItem/Format</BasisForChoice>
```

The NewsItem element has one child NewsComponent element. The NewsItem element's child NewsComponent element has one child NewsComponent element. The NewsItem element's child NewsComponent element's child NewsComponent element is the NewsItem element's grandchild NewsComponent element. The NewsItem element's grandchild NewsComponent element has one or more Role specific child NewsComponents.

Historically, that second level NewsComponent was considered to be language specific but that distinction is meaningless, now that all NewsComponents in a NewsML document have the same language value.

The Role specific NewsComponent elements use the child ContentItem elements' Format element value and/or the child ContentItem elements' Characteristics element's Property element values as a basis for choice to distinguish between its child ContentItem elements.

The NewsComponent element's language is declared in the Language subelement of the NewsComponent element's DescriptiveMetadata element. The NewsComponent element's xml:lang attribute is not used.

The NewsComponent element's RightsMetadata, Catalogs and TopicSet subelements are not used.

NewsComponent element and its subelements:

```
<!ELEMENT NewsComponent
(Role?, BasisForChoice*, NewsLines?, AdministrativeMetadata?, DescriptiveMetadata, Metadata*, 
(NewsComponent+ | ContentItem+))>

<!ATTLIST NewsComponent Essential (yes | no ) 'no' EquivalentsList (yes | no ) 'no' >

<!ELEMENT Role EMPTY>

<!ATTLIST Role FormalName CDATA #REQUIRED >

<!ELEMENT BasisForChoice (#PCDATA)>

<!ATTLIST BasisForChoice Rank CDATA #IMPLIED >
```

3.11 NewsLines Element

The NewsLines element's XPath is:

NewsML/NewsItem/NewsComponent/NewsLines

NewsML/NewsItem/NewsComponent/NewsComponent/NewsLines

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent/NewsLines

A NewsLines element that is a subelement of the top-level NewsComponent element contains information that applies to the entire news release such as copyright text, editor notes, and FSA information.

A NewsLines element that is a subelement of the second-level NewsComponent element contains information that applies to the news release such as the news release headline, slugline (a company name) and dateline (a city).

A NewsLines element that is a subelement of a third level NewsComponent element contains information that applies only to the contents of that lowest-level NewsComponent such as the caption of a photograph. Only lowest-level NewsComponent elements that contain multimedia may have a NewsLines subelement and the values in those NewsLines subelements will be in the language of the news release.

The NewsLines element was originally designed to provide a human-readable representation of parts of the metadata accompanying the NewsComponent, but is currently being used to contain information, such as headline, that is not represented anywhere else in the document.

The NewsLines subelement Headline is used to represent the news release headline in a second-level NewsComponent element and to hold a multimedia asset caption in a lowest-level NewsComponent element.

News releases that include multimedia may have a click-through URL for some or all of the multimedia components. This URL is intended for use as a hyperlink on a web page that is activated by a news release web page viewer clicking on the display of the multimedia. This lends itself well to graphics, photos, logos, and other types of single image multimedia. The value of a multimedia click-through URL is found in a NewsLine subelement of NewsLines.

The Duid and xml:lang attributes are not used because the NewsLines elements are not referenced and because language identification is handled by NewsComponent element's DescriptiveMetadata element's Language element.

Custom NewsLine subelements are

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="Genre Notes"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="Multimedia Gallery URL"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Required Text"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Sequence Number"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Time Receipt"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Category Code"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Company Short Name"]/NewsLineText

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="ClickThru URL"]/NewsLineText

Example (in a top-level NewsComponent element):

```
<NewsLines>
  <CopyrightLine>Copyright Business Wire 2004</CopyrightLine>
</NewsLines>
```

Example (in a second-level NewsComponent element):

```
<NewsLines>
  <HeadLine>XYZ Micro Inc. Announces Earnings Results</HeadLine>
  <DateLine>SAN DIEGO</DateLine>
  <SlugLine>CA-XYZ-MICRO</SlugLine>
```

Example (in a third-level NewsComponent element):

```
<NewsLines>
  <HeadLine>My Photo Caption</HeadLine>
</NewsLines>
```

Example (in a third-level NewsComponent element):

```
<NewsLines>
  <NewsLine>
    <NewsLineType FormalName="ClickThru URL"/>
    <NewsLineText>http://www.ibm.com/pda.html</NewsLineText>
  </NewsLine>
</NewsLines>
```

NewsLines element and its subelements:

```
<!ELEMENT NewsLines (HeadLine?, DateLine?, SlugLine?, CopyrightLine?, NewsLine*)>
<!ELEMENT HeadLine (#PCDATA)*>
<!ELEMENT DateLine (#PCDATA)*>
<!ELEMENT SlugLine (#PCDATA)*>
```

```
<!ELEMENT CopyrightLine (#PCDATA)*>
<!ELEMENT NewsLine (NewsLineType , NewsLineText+)>
<!ELEMENT NewsLineText (#PCDATA)*>
<!ELEMENT NewsLineType EMPTY>
<!ATTLIST NewsLineType FormalName CDATA #REQUIRED >
```

3.12 ContentItem Element

The ContentItem element's XPath is:

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent/ContentItem

The ContentItem element holds the data content of a news release. It may contain text marked up as a complete XHTML document, a style sheet defining styles used in any XHTML ContentItem in the NewsItem, or a URL of a multimedia asset.

ContentItem elements do not include Catalog, Comment, or Notation subelements,

ContentItem elements require the child elements Format and MimeType.

3.12.1 ContentItem Element for Body Text

NewsComponent elements with a Role of 'Body' have text with XHTML markup in their child ContentItem elements.

These ContentItem elements use the DataContent subelement and do not use the Encoding subelement.

3.12.1.1 ContentItem Element for Text with XHTML markup

These ContentItem elements use the format 'XHTML' and the mime type 'text/xhtml'. The DataContent subelement contains a complete XHTML document. Detailed information regarding Business Wire's use of XHTML may be obtained via the Business Wire website at the URL:

<http://www.businesswire.com/schema/xhtml>

Example:

```
<ContentItem Duid="i34">
  <Format FormalName="XHTML"/>
  <MimeType FormalName="text/xhtml"/>
  <DataContent>
    <html xmlns="http://www.w3.org/1999/xhtml">
      <head>
      <title/>
      </head>
      <body>
        <p> Business Wire, today released ... </p>
      </body>
    </html>
  </DataContent>
</ContentItem>
```

```
</html>
</DataContent>
</ContentItem>
```

3.12.2 ContentItem Element for Cascading Style Sheets (CSS)

NewsComponent elements with a Role of 'StyleSheet' have CSS text in their child ContentItem element.

These ContentItem elements use the format 'CSS' and the mime type 'text/css'.

These ContentItem elements use the DataContent subelement and do not use the Encoding subelement.

Example:

```
<ContentItem Duid="c485576.0">
  <Format FormalName="CSS"/>
  <MimeType FormalName="text/css"/>
  <DataContent>.bwcellpaddingleft6 {padding-left: 30.0px} .bwcellparagraphmargin
{margin-top: 0px; margin-bottom: 0px} .bwdoublebottomborder {border-bottom: thick double black}
.bwlistitemmarginbottom {margin-bottom: 10.0px} .bwsinglebottomborder {border-bottom: thin solid black}
.bwtabottommargin {margin-bottom: 10.0px} .bwtextaligncenter {text-align: center} .bwtextalignleft
{text-align: left} .bwtextalignright {text-align: right} .bwverticalalignbottom {vertical-align: bottom}
.bwverticalaligntop {vertical-align: top} .bwwhitespacenowrap {white-space: nowrap}</DataContent>
</ContentItem>
```

3.12.3 ContentItem Element for Contact Information

NewsComponent elements with a Role of 'Contact' have plain text or text with XHTML markup in their child ContentItem elements.

These ContentItem elements use the DataContent subelement and do not use the Encoding subelement.

3.12.3.1 ContentItem Element for Text with XHTML markup

These ContentItem elements use the format 'XHTML' and the mime type 'text/xhtml'. The DataContent subelement contains a complete XHTML document. Detailed information regarding Business Wire's use of XHTML may be obtained via the Business Wire website at the URL:

<http://www.businesswire.com/schema/xhtml>

Example:

```
<ContentItem Duid="i34">
  <Format FormalName="XHTML"/>
```

```

<MimeType FormalName="text/xhtml"/>
<DataContent>
  <html xmlns="http://www.w3.org/1999/xhtml">
    <head>
      <title/>
    </head>
    <body><p>
      Business Wire Corporate Headquarters<br />
      44 Montgomery Street 39th Floor<br />
      San Francisco, CA 94104<br />
      +1 415.986.4422 <br />
      <a href="mailto:info@businesswire.com">info@businesswire.com</a>
    </p>
  </body>
</html>
</DataContent>
</ContentItem>

```

3.12.4 ContentItem Element for SubHeadLine Information

NewsComponent elements with a Role of 'SubHeadLine' have plain text or text with XHTML markup in their child ContentItem elements.

These ContentItem elements use the DataContent subelement and do not use the Encoding subelement.

3.12.4.1 ContentItem Element for Text with XHTML markup

These ContentItem elements use the format 'XHTML' and the mime type 'text/xhtml'. The DataContent subelement contains a complete XHTML document. Detailed information regarding Business Wire's use of XHTML may be obtained via the Business Wire website at the URL:

<http://www.businesswire.com/schema/xhtml>

Example:

```

<ContentItem Duid="i34">
  <Format FormalName="XHTML"/>
  <MimeType FormalName="text/xhtml"/>
  <DataContent>
    <html xmlns="http://www.w3.org/1999/xhtml">
      <head>
        <title/>
      </head>
      <body>
        <b>Key Points: </b>
        <ul>
          <li>Substantial recovery in international earnings</li>
          <li>Strong US generation performance in difficult market</li>
        </ul>
      </body>
    </html>
  </DataContent>
</ContentItem>

```

```
<li>Retail customer base growing strongly and costs falling</li>
</ul>
</body>
</html>
</DataContent>
</ContentItem>
```

3.12.5 ContentItem Element for Headline Information

NewsComponent elements with a Role of 'HeadLine' have text with XHTML markup in their child ContentItem elements.

These ContentItem elements use the format 'XHTML' and the mime type 'text/xhtml'. The DataContent subelement contains a complete XHTML document. Detailed information regarding Business Wire's use of XHTML may be obtained via the Business Wire website at the URL:

<http://www.businesswire.com/schema/xhtml>

These ContentItem elements use the DataContent subelement and do not use the Encoding subelement.

Example:

```
<ContentItem Duid="i34">
  <Format FormalName="XHTML"/>
  <MimeType FormalName="text/xhtml"/>
  <DataContent>
    <html xmlns="http://www.w3.org/1999/xhtml">
      <head>
        <title/>
      </head>
      <body>
        <b>Core Filing announces The Intelligent Financial Statement™</b>
      </body>
    </html>
  </DataContent>
</ContentItem>
```

3.12.6 ContentItem Element for Multimedia URLs

NewsComponent elements with a Role of 'Logo', 'Photo', 'Graphic', 'Audio', 'Video', 'Animation', 'Spreadsheet', 'Slideshow', 'Document' or 'XBRL' have a URL of a multimedia asset in the Href attribute of their child ContentItem elements.

ContentItem element's Characteristics element's Property elements contain the information distinguishing the versions of the media assets, such as information that identifies the image size. They are used as the basis for choice for distinguishing between different versions of the multimedia item.

There are many challenges to controlling the name of a downloaded file so Business Wire will transmit XBRL documents with a FileName property value.

XBRL documents will be transmitted with an XbrlUse property value. XbrlUse will have a value, from an XBRL use TopicSet, of Instance, Taxonomy Schema, Definition Linkbase, Calculation Linkbase, Presentation Linkbase, Label Linkbase, Reference Linkbase, Formula Linkbase, or Unknown.

Images (Logos, Photos, and Graphics) will be transmitted with a PixelHeight, PixelWidth, and ImageUse.

ImageUse will have a value of Thumbnail, Viewimage, Lowres, or Highres.

Thumbnail images are intended for web display next to headlines. Thumbnails for Photos and Graphics are images scaled, with original aspect ratio, to a maximum height and width of approximately 72 by 72 pixels. Thumbnails for Logos are images scaled, with original aspect ratio, to a maximum height and width of approximately 120 by 70 pixels.

Viewimages are also intended for web display. They are scaled, with original aspect ratio, to a maximum height and width of approximately 144 by 144 pixels.

Lowres and Highres are intended for download to reprint.

These ContentItem elements do not use the DataContent subelement or the Encoding subelement.

Example (of an XBRL asset) :

```
<ContentItem Duid="i11x" Href="http://businesswire.com/mediaserver/image?mgid=171">
  <Format FormalName="XBRL"/>
  <MimeType FormalName="text/xml"/>
  <Characteristics>
    <SizeInBytes>16191889</SizeInBytes>
    <Property FormalName="FileName" Value="Agilant2004Q1.xml"/>
    <Property FormalName="XBRLUse" Value="Instance"/>
  </Characteristics>
</ContentItem>
```

Example (of a Logo) :

```
<ContentItem Duid="i34x" Href="http://businesswire.com/mediaserver/image?mgid=11111&vid=2">
  <Format FormalName="GIF87a"/>
  <MimeType FormalName="image/gif"/>
  <Characteristics>
    <Property FormalName="ImageUse" Value="Thumbnail"/>
    <Property FormalName="PixelHeight" Value="60"/>
    <Property FormalName="PixelWidth" Value="120"/>
  </Characteristics>
</ContentItem>
```

```
</Characteristics>
</ContentItem>
```

Example:

```
<ContentItem Duid="i34y" Href="http://businesswire.com/mEDIASERVER/IMAGE?mgid=11112&vid=1">
  <Format FormalName="JPEG Progressive"/>
  <MimeType FormalName="image/jpeg"/>
  <Characteristics>
    <Property FormalName="ImageUse" Value="ViewImage"/>
    <Property FormalName="PixelHeight" Value="100"/>
    <Property FormalName="PixelWidth" Value="144"/>
  </Characteristics>
</ContentItem>
```

3.13 AdministrativeMetadata Element

The AdministrativeMetadata element's XPaths are:

```
NewsML/NewsItem/NewsComponent/AdministrativeMetadata
NewsML/NewsItem/NewsComponent/NewsComponent/AdministrativeMetadata
NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent/AdministrativeMetadata
```

The AdministrativeMetadata element contains information about the source of a news release.

The Source element of the topmost NewsComponent element of the news release is used to formally identify the company or organization on whose behalf Business Wire is distributing a news release. The FormalName attribute of the Party subelement is used to indicate a Topic element representing that company or organization.

One or more Contributor (NewsML/NewsItem/NewsComponent/AdministrativeMetadata/Contributor) elements are used in the topmost NewsComponent to identify each Business Wire editor who edited a news release. Each Contributor element will contain a Party identifying a Business Wire editor who worked on the release and a Comment denoting the Business Wire office where that editor worked on the release.

Multiple Property elements may be used to record additional administrative metadata about a news release.

The Catalog, FileName and SystemIdentifier subelements are not used.

Example (in a top-level NewsComponent element):

```
<AdministrativeMetadata>
  <Source>
    <Party FormalName="XYZ Company Inc."/>
```

```
</Source>
<Contributor>
  <Comment FormalName="BWOffice">SF</Comment>
  <Party FormalName="PI" Scheme="BWEdition"/>
</Contributor>
</AdministrativeMetadata>
```

Example (in a top-level NewsComponent element):

```
<AdministrativeMetadata>
  <Source>
    <Party FormalName="XYZ Company Inc."/>
  </Source>
  <Contributor>
    <Comment FormalName="BWOffice">SF</Comment>
    <Party FormalName="PI" Scheme="BWEdition"/>
  </Contributor>
  <Contributor>
    <Comment FormalName="BWOffice">NY</Comment>
    <Party FormalName="QS" Scheme="BWEdition"/>
  </Contributor>
</AdministrativeMetadata>
```

AdministrativeMetadata element and its subelements:

```
<!ELEMENT AdministrativeMetadata (Source*, Contributor*, Property*)>
<!ELEMENT Source (Party)>
<!ELEMENT Contributor (Comment, Party)>
<!ELEMENT Party EMPTY>
<!ATTLIST Party FormalName CDATA #REQUIRED >
<!ELEMENT Comment (#PCDATA)>
<!ATTLIST Comment FormalName CDATA #REQUIRED >
```

3.14 DescriptiveMetadata Element

The DescriptiveMetadata element's XPaths are:

NewsML/NewsItem/NewsComponent/DescriptiveMetadata

NewsML/NewsItem/NewsComponent/NewsComponent/DescriptiveMetadata

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent/DescriptiveMetadata

Only the top-level NewsComponent element (NewsML/NewsItem/NewsComponent) contains OfInterestTo subelements.

The OfInterestTo subelement is used to record the attention line of a news release, drawing its values from the Business Wire-defined "BWOOfInterestTo" TopicSet. The Relevance attribute of OfInterestTo element is not used, but the Importance attribute, which is used to rank/order the target audiences, is required.

The mandatory Language subelement is used to indicate the language used in ContentItems. Only one language will be sent per NewsML file. All NewsComponents in a NewsML document will have the same language value. Different language versions of a news release are distributed in different NewsML documents.

Use of the Language element resolves all needs for language identification, so the xml:lang attribute is not used.

Third level NewsComponents that have a Role of Photo may have a DescriptiveMetadata Property containing a value from the IPTC scene TopicSet.

Third level NewsComponents (i.e. Role Specific NewsComponents) will have a DescriptiveMetadata Property containing a positive integer to indicate their relative ranking amongst their siblings. The intention is to provide a mechanism to rank multimedia assets such as photos in order to communicate to consumers their relative importance. A value of 1 represents the highest ranking order.

A release's Genre element value will stay constant for all revisions of a release. The possible values are as follows:

- Advisory
- Company Profile
- Feature
- Memo to Editors
- Newstream Advisory
- Obituary
- Op-Ed piece
- Release
- Reminder

The Catalog and SubjectCode subelements are not used.

Example (in a top-level NewsComponent element):

```
<DescriptiveMetadata>
  <Language FormalName="en"/>
  <Genre FormalName="Feature"/>
  <OfInterestTo
    FormalName="Business Editors"
    Importance="1"/>
  <OfInterestTo
    FormalName="Sports Editors"
    Importance="2"/>
</DescriptiveMetadata>
```

Example (in a third-level NewsComponent element):

```
<DescriptiveMetadata>
  <Language FormalName="en"/>
  <Property FormalName="Rank" Value="1"/>
</DescriptiveMetadata>
```

DescriptiveMetadata element and its subelements:

```
<!ELEMENT DescriptiveMetadata ( Language+, Genre?, OfInterestTo*, TopicOccurrence*, Property*)>
<!ELEMENT Language EMPTY>
<!ATTLIST Language FormalName CDATA #REQUIRED>
<!ELEMENT Genre EMPTY>
<!ATTLIST Genre FormalName CDATA #REQUIRED >
<!ELEMENT OfInterestTo EMPTY>
<!ATTLIST OfInterestTo
  FormalName CDATA #REQUIRED
  Importance CDATA # REQUIRED>
<!ELEMENT TopicOccurrence EMPTY>
<!ATTLIST TopicOccurrence
  HowPresent CDATA #REQUIRED
  Topic CDATA #REQUIRED>
```

3.15 MetaData Element

3.15.1 Keywords

All keywords for indexing a news item are included as MetaData Property elements.

There is currently no need to cross reference the keyword values to TopicSet Topics but it is possible because the values are from the BWKeywords TopicSet. The MetaData keyword values map to the TopicSet as follows:

The Metadata's MetadataType FormalName attribute matches a TopicSet FormalName attribute and the Topic's FormalName element's Scheme attribute. The value is "BWKeywords".

The Metadata's Property FormalName attribute matches a Topic's TopicType FormalName attribute.

Example:

```
...
<Metadata>
    <MetadataType FormalName="BWKeywords"/>
    <Property FormalName="BWIndustryKeywords" Value="Technology"/>
...
is self contained but it also references the Topic on the Business Wire web site that is defined as...

<TopicSet Duid="BWKeywords" FormalName="BWKeywords">
...
<Topic Duid="t524">
    <TopicType Scheme="BWTopicType" FormalName="BWIndustryKeywords" />
    <FormalName Scheme="BWOOrder">01016000</FormalName>
    <FormalName Scheme="BWKeywords">Technology
    </FormalName>
</Topic>
```

3.15.2 Tickers and ISIN

For Slug Ticker and Extra Ticker values, the Metadata elements will have MetadataType value of "Securities Identifier" and will contain information about a security related to a news release. The information contained is the Ticker Symbol and the associated Exchange, and/or an ISIN, and SlugLine or Extra Ticker display order. Exchange will now be associated with a Slug Ticker or Extra Ticker using a Property element rather than using a prefix or suffix.

We will also use numeric stock symbols for those companies trading on the Taiwan, Chinese and Japanese stock exchanges.

Example:

```
...
<Metadata>
  <MetadataType FormalName="Securities Identifier"/>
  <Property FormalName="Ticker Symbol" Value="EV"/>
  <Property FormalName="Exchange" Value="NYSE"/>
  <Property FormalName="ISIN" Value="US2782651036"/>
  <Property FormalName="SlugLine Display Order" Value="1"/>
</Metadata>
<Metadata>
  <MetadataType FormalName="Securities Identifier"/>
  <Property FormalName="Ticker Symbol" Value="EIV"/>
  <Property FormalName="Exchange" Value="AMEX"/>
  <Property FormalName="SlugLine Display Order" Value="2"/>
</Metadata>
<Metadata>
  <MetadataType FormalName="Securities Identifier"/>
  <Property FormalName="Ticker Symbol" Value="EVM"/>
  <Property FormalName="Exchange" Value="AMEX"/>
  <Property FormalName="ISIN" Value="US27828A1007"/>
  <Property FormalName="SlugLine Display Order" Value="3"/>
</Metadata>
```

3.16 U.K. Financial Services Authority (FSA) Data Elements

FSA data consists of 5 required newslines and a required release time. The release time is in the NewsML/NewsItem/NewsManagement/FirstCreated element which is required for FSA and non-FSA releases (because there is only one public revision possible for FSA releases, as corrections are not allowed, this will be identical to value in the NewsML/NewsItem/NewsManagement/ThisRevisionCreated element). The newslines are all in the top level NewsComponent. The required newslines are of the format

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Required Text"]/NewsLineText

and are identified using the following FormalName values

- FSA Required Text
- FSA Sequence Number
- FSA Time Receipt
- FSA Category Code
- FSA Company Short Name

The text value associated with 'FSA Required Text' will be 'UK Regulatory Announcement' .

4 Useful Xpaths

There may be more than one instance of some of these elements so the XPath values listed below are only intended to be descriptive.

4.1 Unique Document Identifier

NewsML/NewsItem/Identification/NewsIdentifier/PublicIdentifier

4.2 News Release ID

NewsML/NewsItem/Identification/NewsIdentifier/NewsItemId

4.3 Of Interest To

NewsML/NewsItem/NewsComponent/DescriptiveMetadata/OfInterestTo

Sorted by

NewsML/NewsItem/NewsComponent/DescriptiveMetadata/OfInterestTo/@Importance

4.4 Source

NewsML/NewsItem/NewsComponent/AdministrativeMetadata/Source/Party/@FormalName

4.5 ANPA 1312 Date Line Block

The Date Line block is not a NewsML element or attribute. It is a set of information that is displayed together in ANPA 1312. It is composed of the values of the DateLine element (city), the NewsService element (a text logo), and a date value that is extracted from the ThisRevisionCreated element (release date of the current public revision).

Example: SAN DIEGO—(BUSINESS WIRE)—March 18, 2002

4.5.1 DateLine City

NewsML/NewsItem/NewsComponent/NewsComponent/NewsLines/DateLine

Example: SAN DIEGO

4.5.2 Text Logo

NewsML/NewsEnvelope/NewsService/@FormalName

Example: References the Topic with a formal name value BUSINESS WIRE

4.5.3 Transmission Date and Time

NewsML/NewsEnvelope/DateAndTime

Example: Release date, reformatted into March 18, 2002

4.6 ANPA 1312 Slug Block

The slug block is not a NewsML element or attribute. It is a set of information that is displayed together in ANPA 1312. It is composed of information associated with the NewsProduct, the SlugLine element, the Slug Ticker(s) from the Metadata element, and the Headline element.

Slug block may not exceed four lines of 70 characters each.

Example: (BW)(CA-APPLIED-MICRA)(XYZ) Applied Micra Introduces New Widget

4.6.1 News Product

The slug block value is in the Topic in the BW News Product TopicSet that the NewML's NewsProduct element references. Note that this has to be resolved externally using the TopicSet on the web site. The value from that Topic is

```
NewsML/NewsItem/TopicSet/Topic[TopicType/@FormalName="BWNewsProduct"]/Property/  
[@FormalName = "BWNewsProduct"]@Value
```

Example: a Topic with property with a value "BW"

4.6.2 SlugLine

```
NewsML/NewsItem/ NewsComponent/NewsComponent /NewsLines/SlugLine
```

Example: contains the company that the release is about, e.g. CA-APPLIED-MICRA

4.6.3 Slug Ticker

(This XPath is only for the first one while all would need to be retrieved)

```
NewsML/NewsItem/NewsComponent/Metadata  
[/MetadataType/@FormalName='Securities Identifier']  
[/Property/@FormalName='SlugLine Display Order'@value='1']  
/Property/@FormalName='Ticker Symbol'
```

Example: XYZ

4.6.4 Headline

```
NewsML/NewsItem/NewsComponent/NewsComponent/NewsLines/HeadLine
```

Example: Applied Micra Introduces New Product

4.7 News Release body

4.7.1.1 Text with XHTML markup

```
NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent  
[Role/@FormalName="Body"]/ContentItem[Format/@FormalName="XHTML"]/DataContent
```

4.8 Editor

```
NewsML/NewsItem/NewsComponent/
```

AdministrativeMetadata/ Contributor/Party[@Scheme="BWEdition"]/@FormalName

4.9 Editor Office

NewsML/NewsItem/NewsComponent/

AdministrativeMetadata/ Contributor/Comment[@FormalName="BWOFFICE"]

4.10 Contact Information

4.10.1.1 Text with XHTML markup

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent
[Role/@FormalName="Contact"]/ContentItem[Format/@FormalName="XHTML"]/DataContent

4.11 Geography Keywords

NewsML/NewsItem/NewsComponent/Metadata [MetadataType/@FormalName= BWKeywords]/ Property
[@FormalName= BWStateKeywords]@Value

NewsML/NewsItem/NewsComponent/Metadata [MetadataType/@FormalName= BWKeywords]/ Property
[@FormalName= BWCountryKeywords]@Value

NewsML/NewsItem/NewsComponent/Metadata [MetadataType/@FormalName= BWKeywords]/ Property
[@FormalName= BWRegionKeywords]@Value

4.12 Industry Keywords

NewsML/NewsItem/NewsComponent/Metadata [MetadataType/@FormalName= BWKeywords]/ Property
[@FormalName= BWIndustryKeywords]@Value

4.13 Category Keywords

NewsML/NewsItem/NewsComponent/Metadata [MetadataType/@FormalName= BWKeywords]/ Property
[@FormalName= BWCategoryKeywords]@Value

4.14 Status

NewsML/NewsItem/NewsManagement/Status

4.15 Instruction

NewsML/NewsItem/NewsManagement/Instruction

4.16 Genre

NewsML/NewsItem/NewsComponent/DescriptiveMetadata/Genre

4.17 Extra Tickers

Ticker order and type (slug or extra ticker) is a Property (in Metadata) that is a sibling element to the Property with the ticker symbol.

NewsML/NewsItem/NewsComponent/Metadata
[/MetadataType/@FormalName="Securities Identifier"]

[/Property[@FormalName="Extra Ticker Display Order"]
/Property[@FormalName="Ticker Symbol"]@Value

4.18 Feature

When the release is a "feature" (identified as such by a Genre value of 'Feature') there is extra Feature related information in the editor notes at

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="Genre Notes"]/NewsLineText

4.19 Tradeshow

When TRADESHOW is an Industry Keyword there is extra Trade Show related information in the editor notes at

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="Genre Notes"]/NewsLineText

4.20 U.K. Financial Services Authority (FSA) Related Data

4.20.1 FSA Required Text

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Required Text"]/NewsLineText

4.20.2 FSA Sequence

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Sequence Number"]/NewsLineText

4.20.3 FSA Time Receipt

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Time Receipt"]/NewsLineText

4.20.4 FSA Time Release

NewsML/NewsItem/NewsManagement/FirstCreated
NewsML/NewsItem/NewsManagement/ThisRevisionCreated
(these values are identical in any given FSA NewsItem)

4.20.5 FSA Header Category Code

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Category Code"]/NewsLineText

4.20.6 FSA Company Short Name

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="FSA Company Short Name"]/NewsLineText

4.21 Multimedia Click-Through URL

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="ClickThru URL"]/NewsLineText

4.22 Multimedia Gallery URL

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="Multimedia Gallery URL"]/NewsLineText

4.23 Editor Notes

NewsML/NewsItem/NewsComponent/NewsLines/NewsLine
[NewsLineType/@FormalName="Genre Notes"]/NewsLineText

4.24 NewsML Document Revision Number

NewsML/NewsItem/Identification/NewsIdentifier/RevisionId

4.25 Copyright Statement

NewsML/NewsItem/NewsComponent/NewsLines/CopyrightLine

4.26 Business Wire Profile of NewsML Version

NewsML@Version

4.27 HeadLine - Text with XHTML markup -

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent
[Role/@FormalName="HeadLine"]/ContentItem[Format/@FormalName="XHTML"]/DataContent

4.28 SubHeadLine

4.28.1.1 - Text with XHTML markup -

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent
[Role/@FormalName="SubHeadLine"]/ContentItem[Format/@FormalName="XHTML"]/DataContent

4.29 AssociatedWith

NewsML/NewsItem/NewsManagement/AssociatedWith/@NewsItem

4.30 StyleSheet

NewsML/NewsItem/NewsComponent/NewsComponent/NewsComponent
[Role/@FormalName="StyleSheet"]/ContentItem[Format/@FormalName="CSS"]/DataContent

5 APPENDIX - Glossary

Term	Explanation
Attribute	<p>An XML construct consisting of a name-value pair representing a property of an XML element. The attribute statement is contained within the start-tag of the element and follows the element name.</p> <p>Example: <MyElement MyProperty="myvalue"/></p> <p>Here, the MyElement element has a MyProperty property whose value is myvalue.</p>
DTD	Document Type Definition. This is a set of declarations that determines the structure of an XML document.
Editor notes	Synonymous with genre notes. Used by features and tradeshows.
Element	<p>A component of an XML document. The element begins with a start-tag including the name of the element type and optionally some attributes. It may in addition contain some content, comprising other elements known as subelements, text, or a mixture of the two. It ends with an end-tag or, if it has no content, an additional slash at the end of its start tag.</p> <p>Example: <MyElement>some text<EmptyElement/></MyElement></p> <p>Here, an element of type MyElement contains some text and a subelement of type EmptyElement.</p>
FSA	UK's Financial Services Authority (FSA); similar to USA's Securities & Exchange Commission (SEC).
Genre notes	Synonymous with editor notes. Used by features and tradeshows.
IETF	Internet Engineering Task Force
IPTC	International Press Telecommunications Council
News release	A generic name for a news item that Business Wire is releasing and distributing on behalf of a client. A news release is also generically referred to as a broadcast.
NewsItem	A meaningful item of news. This will be an XML element type within a NewsML document. A NewsItem may be simple or complex, and may be in any medium or combination of media. What distinguishes it as a NewsItem is the fact that it is a managed set of information representing a point of view, at a given time, on some event or events. This requires it to have, as a minimum, sufficient metadata to relate it to a time and to a source (person or organization) whose point of view it represents.
NewsML	The root element of a NewsML document. A NewsML document must contain a NewsEnvelope and one or more NewsItems, and may include a Catalog element and a TopicSet element.

Term	Explanation
Subelement	<p>An element contained within another element.</p> <p>Example: <MyElement><Child/><Child/></MyElement></p> <p>Here, the two Child elements are subelements of the MyElement element.</p>
Topic	Any real-world thing or concept that can be referred to in a piece of news. Examples of Topic are the Iran-Iraq war, Tony Blair, Prime Minister of Pakistan, IBM, the United Nations, the Dyson vacuum cleaner, China, Kurdistan, Paris, the Kremlin, AIDS, aspirin, etc.
TopicSet	A container for Topics.
URI	Uniform Resource Indicator. A globally unique string that may be used to identify (and in some cases, locate) a specific resource. This may be a URL (Uniform Resource Locator, or a URN (Uniform Resource Name).
URL	Uniform Resource Locator. This is essentially an address at which the resource can be found on the Web. This is the identifier for a Web resource that the http:// protocol uses to identify and access Web resources.
URN	Uniform Resource Name. A globally unique string that may be used to identify a specific resource, independently of its current location.
UTC	Coordinated Universal Time. The time scale defined by the Bureau International de l'Heure (International Time Bureau) that forms the basis of coordinated dissemination of standard frequencies and time signals. The mismatch of ordering of characters between the name and initials is intentional. UTC is often (incorrectly) referred to as Greenwich Mean Time.
XML	Extensible Markup Language, a W3C Recommendation of February 1998.
XPath	XML Path Language, a W3C Recommendation of November 1999, specifying how to create pointers to objects within the current XML document.
W3C	World Wide Web Consortium

6 APPENDIX – Sample Documents Showing Current Use of NewsML

6.1 Sample Release showing XHTML content, a Securities Identifier, a Logo, and a Photo. XML and Doctype declarations were added to produce a complete document; they will not be included in the NewsML documents distributed by Business Wire.

```
<?xml version = '1.0' encoding = 'UTF-8'?>
<!DOCTYPE NewsML SYSTEM "BusinessWireProfile1.18NewsML1.2.dtd" [
  <!ENTITY % xhtml SYSTEM "xhtml1-strict.dtd"> %xhtml;
]>
<NewsML Version="1.2">
  <Catalog Href="http://www.businesswire.com/schema/newsml/BusinesswireNewsMLCatalog.xml"/>
  <NewsEnvelope>
    <SentFrom>
      <Party FormalName="Business Wire">
        <Property FormalName="ProviderProfile" Value="BusinessWireProfile" />
        <Property FormalName="ProviderProfileVersion" Value="1.18" />
      </Party>
    </SentFrom>
    <DateAndTime>20060926T192700+0000</DateAndTime>
    <NewsService FormalName="Business Wire"/>
    <NewsProduct FormalName="BUSINESS WIRE"/>
  </NewsEnvelope>
  <NewsItem>
    <Identification>
      <NewsIdentifier>
        <ProviderId>businesswire.com</ProviderId>
        <DateId>20010714</DateId>
        <NewsItemId>20060926006096</NewsItemId>
        <RevisionId PreviousRevision="0" Update="N">1</RevisionId>
        <PublicIdentifier>urn:newsml:businesswire.com:20010714:20060926006096:1</PublicIdentifier>
      </NewsIdentifier>
    </Identification>
    <NewsManagement>
```

```
<NewsItemType FormalName="News"/>
<FirstCreated>20060926T192700+0000</FirstCreated>
<ThisRevisionCreated>20060926T192700+0000</ThisRevisionCreated>
<Status FormalName="Usable"/>
<AssociatedWith NewsItem="businesswire.com:20010714:3910"/>
</NewsManagement>
<NewsComponent>
  <BasisForChoice Rank="1">./NewsComponent/DescriptiveMetadata/Language</BasisForChoice>
  <NewsLines>
    <CopyrightLine>Copyright Business Wire 2006</CopyrightLine>
    <NewsLine>
      <NewsLineType FormalName="Multimedia Gallery URL"/>
      <NewsLineText>http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5236302</NewsLineText>
    </NewsLine>
  </NewsLines>
  <AdministrativeMetadata>
    <Source>
      <Party FormalName="AAATest123"/>
    </Source>
    <Contributor>
      <Comment FormalName="BWoffices">SF</Comment>
      <Party FormalName="JZ" Scheme="BWEdition"/>
    </Contributor>
  </AdministrativeMetadata>
  <DescriptiveMetadata>
    <Language FormalName="en"/>
    <Genre FormalName="Release"/>
    <OfInterestTo FormalName="Business Editors" Importance="1"/>
  </DescriptiveMetadata>
  <Metadata>
    <MetadataType FormalName="BWKeywords"/>
    <Property FormalName="BWCountryKeywords" Value="United States"/>
    <Property FormalName="BWIndustryKeywords" Value="Technology"/>
  </Metadata>
</NewsComponent>
```

```
<Property FormalName="BWRegionKeywords" Value="North America"/>
<Property FormalName="BWIndustryKeywords" Value="Software"/>
<Property FormalName="BWStateKeywords" Value="California"/>
<Property FormalName="BWCatCategoryKeywords" Value="Product/Service"/>
<Property FormalName="BWCatCategoryKeywords" Value="Photo/Multimedia"/>
</Metadata>
<Metadata>
  <MetadataType FormalName="Securities Identifier"/>
  <Property FormalName="Ticker Symbol" Value="AAAT"/>
  <Property FormalName="Exchange" Value="NASDAQ"/>
  <Property FormalName="ISIN" Value="ARDEUT110285"/>
  <Property FormalName="SlugLine Display Order" Value="1"/>
</Metadata>
<NewsComponent>
  <BasisForChoice Rank="1">./NewsComponent/Role</BasisForChoice>
  <NewsLines>
    <HeadLine>AAATest123 Reports Second Quarter 2005 Results</HeadLine>
    <DateLine>SAN FRANCISCO</DateLine>
    <SlugLine>CA-TEST</SlugLine>
  </NewsLines>
  <DescriptiveMetadata>
    <Language FormalName="en"/>
  </DescriptiveMetadata>
<NewsComponent>
  <Role FormalName="StyleSheet"/>
  <BasisForChoice Rank="1">./ContentItem/Format</BasisForChoice>
  <DescriptiveMetadata>
    <Language FormalName="en"/>
  </DescriptiveMetadata>
  <ContentItem Duid="c8741960.0">
    <Format FormalName="CSS"/>
    <MimeType FormalName="text/css"/>
    <DataContent>
```

```
.bwcellpaddingleft6 {padding-left: 30.0px}
.bwcellparagraphmargin {margin-top: 0px; margin-bottom: 0px}
.bwdoublebottomborder {border-bottom: thick double black}
.bwlisitemmarginbottom {margin-bottom: 10.0px}
.bwsinglebottomborder {border-bottom: thin solid black}
.bwtablebottommargin {margin-bottom: 10.0px}
.bwtextaligncenter {text-align: center}
.bwtextalignleft {text-align: left}
.bwtextalignright {text-align: right}
.bwverticalalignbottom {vertical-align: bottom}
.bwverticalaligntop {vertical-align: top}
.bwwhitespacenowrap {white-space: nowrap}</DataContent>
</ContentItem>
</NewsComponent>
<NewsComponent>
<Role FormalName="SubHeadLine"/>
<BasisForChoice Rank="1">./ContentItem/Format</BasisForChoice>
<DescriptiveMetadata>
<Language FormalName="en"/>
</DescriptiveMetadata>
<ContentItem Duid="c8741958.0">
<Format FormalName="XHTML"/>
<MimeType FormalName="text/xhtml"/>
<DataContent><html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title/>
</head>
<body>
<p class=" bwtextaligncenter">
<i>Quarterly Revenues Increase 90 Percent Year-Over-Year</i>
</p>
</body>
</html></DataContent>
```

```
</ContentItem>
</NewsComponent>
<NewsComponent>
  <Role FormalName="HeadLine"/>
  <BasisForChoice Rank="1">./ContentItem/Format</BasisForChoice>
  <DescriptiveMetadata>
    <Language FormalName="en"/>
  </DescriptiveMetadata>
  <ContentItem Duid="c8741954.0">
    <Format FormalName="XHTML"/>
    <MimeType FormalName="text/xhtml"/>
    <DataContent><html xmlns="http://www.w3.org/1999/xhtml">
      <head>
        <title/>
      </head>
      <body>
        <p class="bwtextaligncenter">
          <b>AAATest123 Reports Second Quarter 2005 Results</b>
        </p>
      </body>
    </html></DataContent>
  </ContentItem>
</NewsComponent>
<NewsComponent>
  <Role FormalName="Contact"/>
  <BasisForChoice Rank="1">./ContentItem/Format</BasisForChoice>
  <DescriptiveMetadata>
    <Language FormalName="en"/>
  </DescriptiveMetadata>
  <ContentItem Duid="c8741956.0">
    <Format FormalName="XHTML"/>
    <MimeType FormalName="text/xhtml"/>
    <DataContent><html xmlns="http://www.w3.org/1999/xhtml">
```

```
<head>
<title/>
</head>
<body>
<p>
<b>Investor Relations</b><br/>John Jones<br/>Investor Relations
Specialist<br/>AAATest123, Inc.<br/>512.381.3931<br/><a href="mailto:investor.relations@AAATest123.com">investor.relations@AAATest123.com</a>
</p>
<p>
<b>Press Contact</b><br/>Sam Smith<br/>Director Marketing
Communications<br/>AAATest123, Inc.<br/>512.381.3913<br/><a href="mailto:press@AAATest123.com">press@AAATest123.com</a>
</p>
</body>
</html></DataContent>
</ContentItem>
</NewsComponent>
<NewsComponent>
<Role FormalName="Logo"/>
<BasisForChoice Rank="1">./ContentItem/Characteristics/Property</BasisForChoice>
<BasisForChoice Rank="2">./ContentItem/Format</BasisForChoice>
<NewsLines>
<NewsLine>
<NewsLineType FormalName="ClickThru URL"/>
<NewsLineText>http://www.nxnxnxnx.com</NewsLineText>
</NewsLine>
</NewsLines>
<DescriptiveMetadata>
<Language FormalName="en"/>
<Property FormalName="Rank" Value="2"/>
</DescriptiveMetadata>
<ContentItem Duid="c8742014.0"
Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=52870&vid=2">
```

```
<Format FormalName="JPEG Baseline"/>
<MimeType FormalName="image/jpeg"/>
<Characteristics>
  <SizeInBytes>5913</SizeInBytes>
  <Property FormalName="ImageUse" Value="Thumbnail"/>
  <Property FormalName="PixelWidth" Value="120"/>
  <Property FormalName="PixelHeight" Value="54"/>
</Characteristics>
</ContentItem>
<ContentItem Duid="c8742015.0"
  Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=52870&vid=3">
  <Format FormalName="JPEG Baseline"/>
  <MimeType FormalName="image/jpeg"/>
  <Characteristics>
    <SizeInBytes>6974</SizeInBytes>
    <Property FormalName="ImageUse" Value="Viewimage"/>
    <Property FormalName="PixelWidth" Value="144"/>
    <Property FormalName="PixelHeight" Value="64"/>
  </Characteristics>
</ContentItem>
<ContentItem Duid="c8742016.0"
  Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=52870&vid=4">
  <Format FormalName="JPEG Baseline"/>
  <MimeType FormalName="image/jpeg"/>
  <Characteristics>
    <SizeInBytes>18756</SizeInBytes>
    <Property FormalName="ImageUse" Value="Lowres"/>
    <Property FormalName="PixelWidth" Value="300"/>
    <Property FormalName="PixelHeight" Value="135"/>
  </Characteristics>
</ContentItem>
</NewsComponent>
<NewsComponent>
  <Role FormalName="Photo"/>
```

```
<BasisForChoice Rank="1">./ContentItem/Characteristics/Property</BasisForChoice>
<BasisForChoice Rank="2">./ContentItem/Format</BasisForChoice>
<NewsLines>
  <HeadLine>the Golden Gate</HeadLine>
</NewsLines>
<DescriptiveMetadata>
  <Language FormalName="en"/>
  <Property FormalName="IptcScene" Value="011100"/>
  <Property FormalName="Rank" Value="1"/>
</DescriptiveMetadata>
<ContentItem Duid="c8742009.0"
  Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=78022&vid=2">
  <Format FormalName="JPEG Baseline"/>
  <MimeType FormalName="image/jpeg"/>
  <Characteristics>
    <SizeInBytes>2336</SizeInBytes>
    <Property FormalName="ImageUse" Value="Thumbnail"/>
    <Property FormalName="PixelWidth" Value="72"/>
    <Property FormalName="PixelHeight" Value="54"/>
  </Characteristics>
</ContentItem>
<ContentItem Duid="c8742010.0"
  Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=78022&vid=3">
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  <MimeType FormalName="image/jpeg"/>
  <Characteristics>
    <SizeInBytes>5832</SizeInBytes>
    <Property FormalName="ImageUse" Value="Viewimage"/>
    <Property FormalName="PixelWidth" Value="144"/>
    <Property FormalName="PixelHeight" Value="108"/>
  </Characteristics>
</ContentItem>
<ContentItem Duid="c8742011.0"
  Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=78022&vid=4">
```

```
<Format FormalName="JPEG Baseline"/>
<MimeType FormalName="image/jpeg"/>
<Characteristics>
  <SizeInBytes>19093</SizeInBytes>
  <Property FormalName="ImageUse" Value="Lowres"/>
  <Property FormalName="PixelWidth" Value="300"/>
  <Property FormalName="PixelHeight" Value="225"/>
</Characteristics>
</ContentItem>
<ContentItem Duid="c8742012.0"
  Href="http://mms.businesswire.com/bwapps/mediaserver/ViewMedia?mgid=78022&vid=5">
  <Format FormalName="JPEG Baseline"/>
  <MimeType FormalName="image/jpeg"/>
  <Characteristics>
    <SizeInBytes>268676</SizeInBytes>
    <Property FormalName="ImageUse" Value="Highres"/>
    <Property FormalName="PixelWidth" Value="1280"/>
    <Property FormalName="PixelHeight" Value="960"/>
  </Characteristics>
</ContentItem>
</NewsComponent>
<NewsComponent>
  <Role FormalName="Body"/>
  <BasisForChoice Rank="1">./ContentItem/Format</BasisForChoice>
  <DescriptiveMetadata>
    <Language FormalName="en"/>
  </DescriptiveMetadata>
  <ContentItem Duid="c8741952.0">
    <Format FormalName="XHTML"/>
    <MimeType FormalName="text/xhtml"/>
    <DataContent><html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title/>
```

```
</head>
<body>
<p>
AAATest123, Inc. (NASDAQ: AAAT), a leader in analog-intensive
mixed-signal integrated circuits for the portable consumer electronics
and computing markets, today announced second quarter 2005 results for
the period ended June 30, 2005. Second quarter revenues were $69.6
million, an increase of 90% from second quarter 2004 revenues and a 30%
decline from revenues of $99.3 million in the first quarter of 2005. Pro
forma adjusted net income for the second quarter of 2005 was $11.1
million, representing earnings of $0.30 per diluted share, compared to
$9.2 million or $0.24 per diluted share in the second quarter of 2004.
</p>
<p>
<b>Financial Results</b>
</p>
<p>
Under generally accepted accounting principles (GAAP), net income for
the second quarter of 2005 was $10.9 million or $0.29 per diluted share,
compared to $8.8 million, or $0.23 per diluted share, in the second
quarter of 2004 and $25.5 million or $0.68 per diluted share in the
first quarter of 2005. This GAAP net income includes non-cash charges
related to deferred stock-based compensation for all periods and a
$250,000 reversal in the first quarter of 2005 of the lease abandonment
charge taken in 2004. These charges are set forth in the reconciliation
GAAP to non-GAAP financial measures table included below. The second
quarter 2005 results include income taxes at an effective tax rate of
37% which compares to an effective tax rate of 2% in the second quarter
of 2004 and 34% in the first quarter of 2005.
</p>
<p>
Specific guidance for the third quarter of 2005:
</p>
```

```
<ul>
<li class="bwlistitemmarginbottom">
  Revenues are expected to be between $73.0 million and $82.0 million,
  up 52% to 70% when compared to the $48.1 million of revenues in the
  third quarter of 2004.
</li>
<li class="bwlistitemmarginbottom">
  Gross margin is expected to be 54 percent, plus or minus a couple of
  percentage points. AAATest123's gross margin percentage varies
  primarily with product mix, pricing, and unit costs.
</li>
<li class="bwlistitemmarginbottom">
  Pro forma adjusted net income is expected to be between $11.1 million
  and $13.7 million. This excludes the amortization of non-cash deferred
  stock-based compensation of approximately $0.2 million.
</li>
<li class="bwlistitemmarginbottom">
  GAAP net income is expected to be between $11.0 million and $13.6
  million, including a provision for income taxes at a rate of 35%.
</li>
<li class="bwlistitemmarginbottom">
  Proforma adjusted EPS is expected to be between $0.30 and $0.37.
  Included in this guidance is approximately $0.03 per share for
  projected litigation costs.
</li>
</ul>
<p>
  Readers may obtain investment information from the company's investor
  relations department at (512) 381-3931, by sending email to <a
  href="mailto:investor.relations@AAATEST123.com">investor.relations@AAATEST123.com</a>,
  or on the Web at <a href="http://www.AAATEST123.com/investor.relations">www.AAATEST123.com/investor.relations</a>.
</p>
<p>
```

Cautionary Language

</p>

<p>

This press release contains forward-looking statements based on current AAATest123 expectations. The words "expect," "will," "should," "would," "anticipate," "project," "outlook," "believe," "intend," and similar phrases as they relate to AAATest123 or future events are intended to identify such forward-looking statements. These forward-looking statements reflect the current views and assumptions of AAATest123, but are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. A number of important factors could cause actual results to differ materially from those in the forward-looking statements, and there will be events in the future that AAATest123 is not able to accurately predict or control. Among the factors that could cause actual results to differ materially from those in the forward-looking statements are the following: risks that AAATest123 may not be able to maintain its high growth rate; risks that adverse changes in the global economy may reduce demand for AAATest123's products; risks that shortages of supply for other components of MP3 players may limit customer demand to purchase AAATest123's portable audio SoCs; quarterly fluctuations in revenue and operating results due to seasonal fluctuations in demand for consumer electronics products and other factors; risks that AAATest123's foundry suppliers may not allocate to it sufficient silicon wafers to meet its demand due to AAATest123's lack of long term supply contracts with foundries and tightening foundry capacity; risks that AAATest123 may not be able to successfully manage strains associated with its growth; risks that AAATest123's new products under development may not be completed in a timely fashion and may not achieve market acceptance; risks with managing international activities; intellectual property litigation risk; dependence on a limited number of products; the semiconductor industry's cyclical nature; geographic concentration of foundries, assembly and test facilities, distributors, and customers in the Pacific

Rim, subjecting AAATest123 to risks of natural disasters, epidemics (such as SARS), and political unrest; and other factors. For a discussion of these and other factors that could impact AAATest123's financial results and cause actual results to differ materially from those in the forward-looking statements, please refer to recent AAATest123 filings with the SEC, the Form 10-Q that was filed on April 19, 2005, the Form 10-K that was filed on February 8, 2005 covering the annual period ended December 31, 2004, and the Form 10-Q that AAATest123 anticipates filing shortly covering the quarterly period ended June 30, 2005.

</p>

<p>

AAATest123™ is a registered trademark of AAATest123, Inc. All other products and brand names as they appear in this release are trademarks or registered trademarks of their respective holders. All specifications may be changed without notice.

</p>

<table cellspacing="0" class="bwtablebottommargin" id="t5236302_2">

<tr>

<td class="bwverticalaligntop bwtextaligncenter" colspan="5" id="t5236302_2_0_9718">

<p class=" bwtextaligncenter bwcellparagraphmargin">

AAATEST123, INC.

</p>

<p class=" bwtextaligncenter bwcellparagraphmargin">

PRO FORMA VS. GAAP RESULTS

</p>

<p class=" bwtextaligncenter bwcellparagraphmargin">

(in thousands, except per share data)

</p>

</td>

</tr>

<tr>

<td>

```
</td>
<td class=" bwverticalalignbottom bwtextaligncenter bwsinglebottomborder" colspan="3" id="t5236302_2_1_8579">
<p class="bwcellparagraphmargin">
<b>Three Months</b><br/><b>Ended June 30,</b>
</p>
</td>
<td class=" bwverticalalignbottom bwtextaligncenter bwsinglebottomborder" id="t5236302_2_1_9718">
<p class="bwcellparagraphmargin">
<b>Six Months</b><br/><b>Ended June 30,</b>
</p>
</td>
</tr>
<tr>
<td>
<td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_2_6221">
<b>2005</b>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_2_7440">
<b>2004</b>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_2_8579">
<b>2005</b>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_2_9718">
<b>2004</b>
</td>
</tr>
<tr>
<td class="bwverticalaligntop bwtextalignleft" id="t5236302_2_3_5002">
<p class="bwcellparagraphmargin">
Net income as reported
</p>
```

```
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_3_6221">
<p class="bwcellparagraphmargin">
$ 10,896
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_3_7440">
<p class="bwcellparagraphmargin">
$ 8,821
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_3_8579">
<p class="bwcellparagraphmargin">
$ 36,426
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_3_9718">
<p class="bwcellparagraphmargin">
$ 15,752
</p>
</td>
</tr>
<tr>
<td class="bwverticalaligntop bwtextalignleft" id="t5236302_2_4_5002">
<p class="bwcellparagraphmargin">
<b>Pro forma adjustments (tax effected):</b>
</p>
</td>
<td>
</td>
<td>
</td>
<td>
</td>
<td>
</td>
```

```
</td>
<td>
</td>
</tr>
<tr>
<td class="bwcellpaddingleft6 bwverticalaligntop bwtextalignleft" id="t5236302_2_5_5002">
<p class="bwcellparagraphmargin">
    Partial reversal of lease abandonment charge
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_5_6221">
<p class="bwcellparagraphmargin">
    --
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_5_7440">
<p class="bwcellparagraphmargin">
    --
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_5_8579">
<p class="bwcellparagraphmargin">
    (250)
</p>
</td>
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_5_9718">
<p class="bwcellparagraphmargin">
    --
</p>
</td>
</tr>
<tr>
<td class="bwcellpaddingleft6 bwverticalaligntop bwtextalignleft" id="t5236302_2_6_5002">
```

```
<p class="bwcellparagraphmargin">  
    Deferred stock-based compensation  
</p>  
</td>  
  
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_6_6221">  
<p class="bwcellparagraphmargin">  
    <span>155</span>  
</p>  
</td>  
  
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_6_7440">  
<p class="bwcellparagraphmargin">  
    <span>394</span>  
</p>  
</td>  
  
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_6_8579">  
<p class="bwcellparagraphmargin">  
    <span>272</span>  
</p>  
</td>  
  
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwsinglebottomborder" id="t5236302_2_6_9718">  
<p class="bwcellparagraphmargin">  
    <span>1,369</span>  
</p>  
</td>  
</tr>  
  
<tr>  
    <td class="bwverticalaligntop bwtextalignleft" id="t5236302_2_7_5002">  
<p class="bwcellparagraphmargin">  
    Pro forma net income  
</p>  
</td>  
  
<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_7_6221">  
<p class="bwcellparagraphmargin">
```

```
<span>$ 11,051</span>
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_7_7440">
<p class="bwcellparagraphmargin">
<span>$ 9,215</span>
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_7_8579">
<p class="bwcellparagraphmargin">
<span>$ 36,448</span>
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_7_9718">
<p class="bwcellparagraphmargin">
<span>$ 17,121</span>
</p>
</td>

</tr>
<tr>
<td class="bwverticalaligntop bwtextalignleft" id="t5236302_2_8_5002">
<p class="bwcellparagraphmargin">
Diluted weighted average shares outstanding
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_8_6221">
<p class="bwcellparagraphmargin">
37,351
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_8_7440">
<p class="bwcellparagraphmargin">
38,768
</p>
</td>
```

```
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_8_8579">
<p class="bwcellparagraphmargin">
37,584
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright" id="t5236302_2_8_9718">
<p class="bwcellparagraphmargin">
38,607
</p>
</td>

</tr>
<tr>
<td class="bwverticalaligntop bwtextalignleft" id="t5236302_2_9_5002">
<p class="bwcellparagraphmargin">
Diluted net income per share, pro forma
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_9_6221">
<p class="bwcellparagraphmargin">
<span>$ 0.30</span>
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_9_7440">
<p class="bwcellparagraphmargin">
<span>$ 0.24</span>
</p>
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_9_8579">
<p class="bwcellparagraphmargin">
<span>$ 0.97</span>
</p>
```

```
</td>

<td class="bwwhitespacenowrap bwverticalalignbottom bwtextalignright bwdoublebottomborder" id="t5236302_2_9_9718">

<p class="bwcellparagraphmargin">
<span>$ 0.44</span>
</p>
</td>
</tr>
</table>
<p>
End of test.
</p>
</body>
</html></DataContent>
</ContentItem>
</NewsComponent>
</NewsComponent>
</NewsComponent>
</NewsItem>
</NewsML>
```

6.2 More Samples

There are more samples available on the Business Wire website. These samples are available at the URL:

<http://www.businesswire.com/schema/newsml>

7 APPENDIX - Business Wire TopicSets and Topics

A TopicSet is a set of named Topics. A Topic is comprised of any number of formal names, descriptions, and properties of some concept or thing in the real world. Each formal name is drawn from a particular naming scheme within which that name is unambiguous and refers to precisely one thing. By specifying the formal name and the naming scheme it is possible to uniquely and unambiguously reference a specific Topic element, and hence a specific thing or concept.

Business Wire's NewsML does not contain Topics or TopicSets in-line. Instead, the Catalog element contains a reference to a master catalog of TopicSets that is hosted by Business Wire at the URL:

<http://www.businesswire.com/schema/newsml/BusinesswireNewsMLCatalog.xml>

The master catalog and the Business Wire TopicSets referenced within consist of valid NewsML that is not compliant with the Business Wire Profile of NewsML.

7.1 Topic and Topicset Management

As Business Wire TopicSets are valid NewsML documents, TopicSet revision management follows the revision management for Business Wire NewsML outlined in section 2.1 of this document. However individual Topics have an additional management characteristic, status. The status of a topic is denoted by a Comment child element with a FormalName of "status". Topics may have a status of "Usable" or "Retired". If not specified, the default status of a Topic is "Usable". The values for this element are derived from the vocabulary defined by the "bw-status" TopicSet.

7.1.1 Usable Status

The Topic may be published or referenced without restriction.

7.1.2 Retired Status

The Topic may be published or referenced with restrictions. Retired is close to usable and retired topics are still published in TopicSets. A Retired Topic may be published but new references to it may not be published.

An example: We have a keyword Topic for "Yugoslavia" that was retired in August of 2005. If a user finds an old story with references to this topic, the user is free to display the Topic data. However, as the Topic is retired, there won't be any releases with this Topic dated later than August 2005 and users of Business Wire Topics should not create new references to this Topic.

A Topic may be brought out of retirement, for instance if Business Wire changes its mind about a Topics retirement or to correct an error.

Example of a Topic with a status of Retired:

```
<Topic Duid="t821">
  <TopicType Scheme="BWTopicType" FormalName="BWCountryKeywords"/>
  <FormalName Scheme="BWOrder">02234000</FormalName>
  <FormalName Scheme="BWKeywords">Yugoslavia</FormalName>
  <Property FormalName="IsWithin" Value="Europe"/>
  <Comment FormalName="status">Retired</Comment>
</Topic>
```

Warning: the value of the Comment element with a FormalName attribute of a "status" is implicitly governed by a controlled vocabulary "bw-status", which is also a TopicSet. Hence a controlled-vocabulary mechanism may enter a recursive loop processing the status of Topics in the TopicSet "bw-status". For this reason any implementation of a controlled-vocabulary mechanism processing Business Wire TopicSets should have a "lock-out" for this recursion and should only check the value of the status Comment against the "bw-status" TopicSet without checking the status of its Topics against a the "bw-status" TopicSet again and so on.

7.2 Topic and TopicSet Structure

Though Business Wire Topicsets consist of valid NewsML, Business Wire does not use every Element and Attribute defined by the NewsML specification.

TopicSet element and its sub-elements as used by Business Wire:

```
<!ELEMENT TopicSet (Topic*)>
<!ATTLIST TopicSet  Duid ID #REQUIRED  FormalName CDATA #REQUIRED>
<!ELEMENT Topic (Comment*, TopicType+, FormalName*, Description*, Property*)>
<!ATTLIST Topic  Duid ID #REQUIRED>
<!ELEMENT TopicType EMPTY>
<!ATTLIST TopicType FormalName CDATA #REQUIRED>
<!ELEMENT FormalName (#PCDATA)>
<!ATTLIST FormalName Scheme CDATA #IMPLIED >
<!ELEMENT Comment (#PCDATA)>
<!ATTLIST Comment  FormalName CDATA #REQUIRED >
<!ELEMENT Description (#PCDATA)>
<!ATTLIST Description  xml:lang CDATA #IMPLIED      Variant CDATA #IMPLIED >
```

TopicSet Structure Diagram

